

Technology Proposal to a School Board Project

GRIT 687: Technology and the Administrator

Spring 2009

Xaras Collins-Brown

Broadcast, Telecommunications, and Mass Media Curriculum Expansion Project

Middle/High School TV Studio and Video Editing Lab Technology Project

*A Cooperative Project from the Office of Curriculum and
Instruction and Informational and Instructional Technology*

Abstract:

“Is the best way to understand media through critical viewing or hands-on production?” asked Kate Moody – author of *The First TV Studio in an Elementary School*. In the Wallingford-Swarthmore School District, creating multiple opportunities for students to explore fine, applied, and performing arts is vital to maintaining the education standards we set for ourselves. In recent years it has been brought to our attention by students and the community at-large that we may not be fulfilling this role as we intend. The call for the expansion of our fine, applied, and performing arts programs to include a broadcast, telecommunications, and mass media program has carried on long enough. As move at a rapid pace into 21st century teaching and learning, it is critical that we make every effort to grow our curricular opportunities to meet our students needs in preparation for higher education and the workforce.

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Television, radio, the Internet, and print media are integral parts of our everyday lives. In response to the aforementioned question, both elements of instruction are needed to develop a balanced study of media literacy. With so many forms of mass communication, our students need to intimately understand the function of mass media and its impact on our society. As stated by Brenna Coleman:

Today both children and adults spend a significant portion of their time interacting with different media. Internet, radio, television, movies, magazines, and even telephones act as mediums of communication, gateways of information that are often clogged with mass media messages, from advertisements to stereotypes. When these messages are unquestionably ingested, they have a huge impact on individual decisions, and the awareness of society as a whole (Retrieved on April 5, 2007 from: *Core Principles of Media Literacy Education: Developing a Thinking Society in a New Media World* <http://teaching-media-literacy.suite101.com/article.cfm/core-principles-of-media-literacy-education#ixzz0kH2JvhAk>).

The goal of media literacy is best accomplished when students are able to do...create. The revision of Bloom's Taxonomy reflects the need to present opportunities for creating, publishing, filming, producing, directing, and podcasting (Retrieved April 5, 2010 from <http://www.techlearning.com/article/8670>). With the installation of a complete TV studio and video editing lab, our students will have a better understanding of media

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and its relationship with the public. They also will be prepared for continued studies and careers beyond our schools.

Needs Assessment:

Currently our fine, applied, and performing arts programs offer courses in (SHHS Silver Guide, 2010-2011):

- Visual Arts
- Photography
- Television
- Music
- Drama
- Technology Education
- Computer Science
- Family and Consumer Science

Of the courses listed we currently have one offering in television production that is a half-credit survey course that provides students with an overview of the main concepts and activities involved in television production. Due to our lack of equipment to operate a fully functioning TV studio and video editing lab and funds to add an additional teacher, our course offerings have never been able to respond to the interests and demands of our students. Instead, our focus over the last decade has been on cultivating a strong photography program in conjunction with AP offerings in visual arts.

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When considering funding options for a full TV studio, video editing lab, and a teacher, you must consider the impact of mass media on our lives. According a recent survey conducted by the Pew Internet and American Life Project, 61% of Americans said they get at least some of their news online, compared with 54% who said they listen to a radio news program, and 50% who said they read a national and local newspaper. From these numbers, 92% get their news from multiple platforms including public and cable new network. “Only television news still outpaces the Internet, with 78 percent of respondents saying they watch local news and 73 percent saying they view a national network or cable news channel like CNN, Fox News or MSNBC.”, according to reporter Doug Gross, CNN (Retrieved on March 31, 2007 from <http://www.cnn.com/2010/TECH/03/01/social.network.news/index.html>). What this means for educators our mass media programs must reflect the changes and advances in the way media is produced and shared globally.

The goal of this project would be to breakout our current television production course to several courses that would cover content areas of broadcast, telecommunications, and mass media like:

- Video editing
- Film production
- History of the media/Media in the 21st Century

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- Audio editing
- Business practices in media/media law
- Journalism/School Newspaper
- TV reporting/News production
- Video Conferencing
- Web design

These courses would prepare students for higher education and careers in:

College Majors	Careers
Broadcasting	News Anchor, Production Crew
Journalism	Reporter, Editor, Anchor,
Media Production	Producer, Video Editor, Camera Operator, Equipment Technician
Organizational Management	
Performance	

Project Plan:

Phase One:

Goal: In our first year will be take steps towards full expansion of our broadcast, mass media, and journalism program by doing the following:

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- Survey students for interests in course offerings
 - As a prerequisite, all students interested in TV production and video editing must take our current TV production survey course
 - Journalism courses will be by our Language Arts department
- Solicit local news agencies for equipment donations
 - Use available equipment for observational study
- Hire a teacher certified in technical education from Penn. Dept. of Education with experience in TV production, journalism, and video editing
- Solicit local news agency for equipment donations
- Solicit partnerships with local colleges, universities, and technical schools
 - Goal: guidance on expanding our program and offer teaching internships to assist in instruction and special program
- With current lab for photography powered by iMacs, purchase enough licenses (10-12) of Final Cut Express
 - Secure proper licensing agreement
 - Provide professional development
- Establish a channel for school district on <http://www.ustream.tv/>
- With basic equipment (iMac computer, webcam, the Internet, speakers, etc.) launch new morning announcement format – video streaming
- Contact local cable provider on expansion of TV schedule and offerings
- Search for grants and additional funding

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- Work with the superintendent and school board to set aside funding for installation of complete TV studio next year

- Seek competitive quotes from various vendors like

<http://www.bhphotovideo.com/> and <http://www.havavision.com/>

Phase Two:

Goal: In our second year will continue to support last year's goals while implementing two addition goals:

1) install complete TV studio and 2) expand course offerings to include film production and video editing.

- Over the summer TV studio equipment will be installed and updates will be made to computer equipment
- Extend school and community partnerships to include field trips to major TV studios, production sets, and newspaper publishers
- Continue to seek donations
- Work with both teachers to expand curricula and provide appropriate training
- Renew licenses on Macs and Final Cut Express
 - Video editing and audio programs???
- Maintain school district channel on cable and with UStream

Phase Three:

Goal: In our third year, we will continue to support all previous goals as well as

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1) evaluate the implementation process for changes and updates and 2) add final course offerings as requested by students.

Partnerships and Local Support:

Our strategy will begin by using our connections with local newspapers like the Swarthmorean, to bring speakers to our classrooms on a regular basis. With the many local universities and colleges, we will contact their mass media departments seeking equipment donations and internships with film and journalism students.

Monitoring and Local Evaluation:

Our program will be routinely monitored by teachers, principal, technology director, and superintendent for effectiveness, cost/benefit, ...At the conclusion of each course students will be complete a course evaluation survey. Data from this survey will be used to make improvements to our courses and equipment. Other indicators of our success will come from our guidance department who tracks college majors and course of study when students apply for college.

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Budget Narrative:

Cost	Equipment	Rationale
TV Studio Equipment		
\$14, 600	Hitachi Z4000W Studio Camera - Used Package - This camera can serve as the primary camera to be used along with 2 additional cameras donated from local news stations and universities.	This cost includes additional equipment: <ul style="list-style-type: none">• CA-Z31 CAMERA ADAPTER• FUJINON A20X8.6BRM-24 ZOOM LENS• RU-Z1 REMOTE CCU (ORIGINAL BOX)• GM-51 5" VIEW FINDER (ORIGINAL BOX)• AT-30 VIEW FINDER ADAPTER• TA-Z3 TRIPOD ADAPTER• PORTABRACE CAMERA BAG• 28 PIN CAMERA TO CCU CABLE

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		<p>THE CAMERA</p> <ul style="list-style-type: none">• CCU AND 5 <p>VIEWFINDER COME WITH A 9 MONTH WARRANTY</p>
\$3949.95	Autocue/QTV Professional Series 17" Teleprompter	This teleprompter will be used on the primary camera to provide text to be read on air.
\$449.95	QStart Prompter Software Package	The software is a separate purchased but need to properly operate teleprompter. An alternative would be to use a free web- based service (http://cueprompter.com). A desktop computer and monitor would be needed to operate.

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\$ 4,559.95	Vinten V3951-0001 Vision Ped Plus Studio Pedestal- Supports up to 66 lb (30 kg)	The pedestal is needed to support the camera and view finder. It also gives the camera operator the ability to dolly the camera on set.
\$ 299.95	Peavey PV14 Live Sound Mixer with 14 Channels and Effects Processor	The audiomixer is essential for quality sound for live and recorded video.
\$157.50	Astatic CTM-44 Dynamic Handheld Microphone with On/Off Switch	Three wired microphones will be needed for all taping sessions.
\$239.95	AKG KM259/5 Extra Low Profile Tripod Mic Stand	The stands are need to support the mics and provide flexible sound recording options around the studio.
\$239.95	AmpliVox Sound Systems S1600 VHF Portable	The wireless microphone will allow for taping to

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	Wireless Microphone System with Lavalier Microphone	occur in situation where a wired microphone would not do well. It will also be used by administration at large-group meetings when mobility is required.
\$44.95	Whirlwind Accusonic+2 XLR Male to XLR Female Microphone Cable	The cable are needed to connect the microphones to our sound system.
\$247.75	Pyle-Pro PPSN811 8-Channel Balanced XLR Male to XLR Female Snake	The cables are needed for extending the reach of the microphones.
\$79.95	3-pin XLR Male to 3-pin XLR Female Balanced Cable - 15 ft	The cables are needed for extending the reach of the microphones.
\$93.50	Altman Micro PAR 50 Watt Tungsten PAR Light -	Six stage lights with barn doors provide the necessary

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	Black (120VAC)	lighting for videotaping.
\$239.90	Altman 65Q Fresnel Light	Two spotlights are needed to focus lighting towards a subject.
\$1000	Miscellaneous Stage Equipment	Funding will cover smaller equipment and material costs like the stage floor, chairs, tables, green/blue screen, news desk, and etc.
Video Editing Lab Equipment		
\$ 5,995.00	VT 5 Integrated Production Suite	A production suite is vital to editing raw footage into a final recorded product. Films will be viewed by the public via our cable access channel and the Web.
\$5100	Apple iMac	Three iMacs are the standard market product for video and audio editing. As

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		a Mac it is needed to run Final Cut Express.
\$401.38	Coby TFTV2224 22" Widescreen LCD HD TV/Monitor	Additional monitors are needed to view raw footage and complete the editing process.
\$2997	Pioneer DVD-V8000	Three professional will be used for editing DVDs and creating DVDs of special events.
\$5400	JVC SR-VS30U VS30 BRAND NEW SVHS MINI DV DUBBING VCR	Three professional VHS and mini-tape dubbing machines will be used to edit film recorded to VHS tapes and other mini-tapes.
\$437.97	Apple Final Cut Express 4 Video Editing Software for Mac OS X	Three copies will be purchased as the primary editing tool for all video and audio productions.
\$1000	Miscellaneous Equipment	Funding will cover smaller

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		equipment and material costs like wires, cables, and racks.
Teacher Costs		
\$40,000	New Teacher	Salary
\$1500	Professional Development	This will provide teachers with training on all equipment and software.

Total Cost - \$49,034.60 (lab equipment only)

+\$40,000 (teacher salary)

\$89034.60

Sustainability:

Of the costs listed above, most are one-time fees with the exception of routine maintenance. New equipment should not need to be purchased for at least five to seven

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years. The teacher's salary will continue to rise according to the teacher contract.

Appropriations will need to be made for the future.